

# TORRANCE THEATRE

Phone 132

## PROGRAM

March 17 to 25, Inc. Two Shows Every Night  
At 6:30 and 8:30  
Matinee Saturday, 2:30. Sunday continuous 2:30 till 10:30

### THURSDAY and FRIDAY, MARCH 17-18 Rod La Rocque

**"THE CRUISE OF THE JASPER B"**  
With MILDRED HARRIS, SNITZ EDWARDS  
FACING DEATH, he fought and laughed for his heart was filled with the unquenchable fires of love

Sennett Comedy International News

### SATURDAY, MARCH 19 "Pals in Paradise"

By PETER B. KYNE

Real pals they With Marguerite de la A photoplay filled were and what a Motte, John Bowers, Ru- laughs—you can't quartette they doph Schildkraut and afford to miss it proved to be! May Robson

Ben Turpin Comedy Fables

### SUNDAY and MONDAY, MARCH 20-21

WILLIAM FOX Presents

### "BERTHA THE SEWING MACHINE GIRL"

A Love and Lingerie Edition of the Great Melodrama with MADGE BELLAMY  
ALLAN SIMPSON, SALLY PHIPPS, J. FARRELL MacDONALD  
Mermaid Comedy International News

### 2 Acts Vaudeville

SUNDAY ONLY

"Fire Fighters," No. 6—Matinee Only

### TUESDAY and WEDNESDAY, MARCH 22-23

Edmund Gouldings

### "Women Love Diamonds"

With PAULINE STARKE  
OWEN MOORE  
LIONEL BARRYMORE  
DOUGLAS FAIRBANKS

"A woman's good name is more precious than diamonds."—Old Proverb.  
Here is the story of a girl who chose the diamonds. A startling film drama! See it!

Bobby Vernon Comedy Novelty

### THURSDAY and FRIDAY, MARCH 24-25

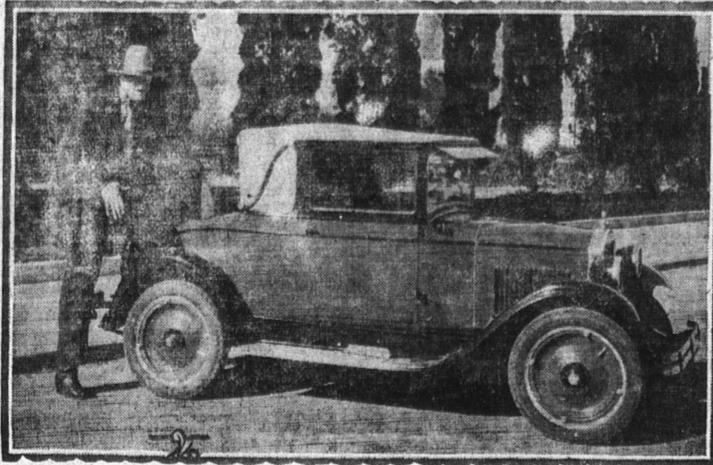
Kenneth Harlan and Viola Dana

In a stirring, thrilling drama of the frozen Northland that you can't afford to miss.



## The ICE FLOOD

## JAKE IS AS LONG AS A CHEVROLET



HERE'S JAKE ERLICH STANDING BEHIND A CHEVROLET

Jake Erlich grew up in the great open spaces of Texas, and when the term "grew up" is used there is not the slightest exaggeration involved. He evidently took for a model the stature of one of the oil derricks that nowadays are a frequent sight on the Texas plains. At 20 years of age he measures a mere 8 feet and 4 inches in height, and is still growing.

Jake arrived in Tucson, Ariz., the other day with a rodeo that visited that city. When it comes to riding

horses Jake enjoys a rather unfair advantage, for he can lock his feet beneath any but an extremely corollent horse, and this makes it totally unnecessary for him to "pull leather" when he encounters an obstreperous mount. And he can dismount with dignity by merely planting his feet on the ground and permitting the horse to walk out from under him.

When it comes to automobiles, however, Jake is not so fortunate. He visited the salesrooms of the Chevrolet dealer in Tucson, but was unable to find a model which would accommodate his rather unusual measurements, in spite of

the roominess for which Chevrolet models are noted.

He tried out the rumble seat of the sport cabriolet finally, stepping into it from the street without the usual formality of climbing over the fenders. "I believe if you lengthened the steering column a little and took the front seat out of my way that I could drive this car very comfortably from back here," Erlich said. "It's not much use for me to try and find a closed car I can drive, for I would have to cut a hole in the top for my head to stick out of, so they would not give me much protection anyhow."

## Week's Program at Torrance Theatre Offers List of Big Stars in Feature Pictures

Comedy on the screen is a boon to humanity. People go to the theatre to laugh, not to cry. They get all they want of this crying business at home. Why multiply their sorrows by giving them sorrow in their entertainment?

"One trouble with the amusement-seeking public is that their emotions are stimulated too much on the dramatic side of life. That is why they buy laughter at the box-office of the theatre."

Home has devoted his life to making people laugh. Some of his outstanding comedy successes are

"The Hottentot" and "The Yankee Consul," in which Douglas MacLean won stellar fame as a comedian. Horne is a director who has studied the comedy field thoroughly and knows, or should know, whereof he speaks.

After six years of screen work Ernie Adams is playing his first crook role in a motion picture production. During the years spent under the blazing lights of the studio set he has impersonated practically every other type, with comedy relief his usual assignment. When Director George B. Seitz was considering various possibilities to play the part of the "Butterfly Kid" in "Pals in Paradise," a new Metropolitan picture, which comes to the Torrance Theatre Saturday, he finally chose Adams, despite the fact that the latter had previously been associated with comedy, and not underworld characterizations.

As his reason for selecting Adams over the field Seitz declared that careful observation of the former's work in other pictures convinced him that he was just the type required and that he would prove equally clever as the crook as he had heretofore as a comedian. The director's judgment was sound, as the projection demonstrates.

"Pals in Paradise" is a screen play adapted by Albert Kenyon and Will M. Richey from the novel by Peter B. Kyne. An excellent cast of prominent screen players, including John Bowers, Marguerite De La Motte, Rudolph Schildkraut, May Robson, and Alan Brooks, is featured.

Madge Bellamy, popular Fox Films star, will be seen Sunday and Monday at the Torrance Theatre in "Bertha, the Sewing Machine Girl," a modern version of the stage success of Theodore Kremer. This picture, adapted by Ernest Maas and Irving Cummings, was directed by the latter. Continuity is by Gertrude Orr.

Gripping action, which centers about the love of a vivacious little New York girl, is heightened by the dramatic portrayals of Allan Simpson and other well known screen favorites.

In addition to Miss Bellamy, the cast includes Simpson as the hero, Paul Nicholson as the "heavy," and several others whose names are by-

words among theatregoers at home and abroad.

The cast, specially chosen by Mr. Cummings, is remarkable for a number of life-like characterizations. Arthur Housman, New York comedy favorite, is seen in the role of Dave Strauss, a down-to-the-minute head salesman who assists Jules Morton (Paul Nicholson) in the operation of the Diana Lingerie Company. Harry Bailey, cast as Mr. Ginsberg of Cincinnati, contributes very materially to the comedy relief.

The story, adroitly developed by Mr. Cummings, runs the gamut of the emotions and projects Miss Bellamy into the center of the action from the opening shot to the thrilling climax in a yacht pounding along in New York harbor. She starts as a sewing machine girl in a sweatshop on the East Side, has numerous clashes with those who seek her undoing, and finishes by placing her affections safely in the keeping of the one man who has proved his worth. Much of the action was photographed in the heart of New York and along the Hudson.

The cast includes Sally Phipps, Anita Garvin, J. Farrell MacDonald, Ethel Wales, and others.

In "Women Love Diamonds," Metro-Goldwyn-Mayer's sensational new drama of New York society, coming Tuesday and Wednesday to the Torrance theatre, Pauline Starke wears no less than twelve different models, each more beautiful than the last.

"The beauty of the gown," explains Miss Starke, "is that they are smart and novel without being eccentric or weird. The most beautiful materials were used, the cut was perfect, but any of them could be worn away from the studio at a private affair in perfect taste. Very often motion picture gowns cannot so be worn."

"In other words, the secret of dressing for the screen in good taste is to avoid being theatrical." One evening gown in the picture is made entirely of silver lamb cloth, knife pleated from neck to hem. Pearls outline the neck, and a silver cord encircles the waist. Its very simplicity makes it startling, and the richness of the material makes it elegant.

"The modern woman," says Miss Starke, "can learn much from the gown on the screen."

Miss Starke and Owen Moore head the cast in the new Edmund Goulding production, in which Douglas Fairbanks Jr., Lionel Barrymore and other famous screen artists appear.

## Graham Brothers Trucks on Sahara

The desert section of Egypt, where the very landscape shifts as hot winds pile and repile billows of sand, leads the world in the permanence of its works of man. The pyramids, built more than 3000 years ago, stand practically unchanged by the ravages of time. This ideal of building for long life, originated centuries ago, still endures in Egypt. So when the Asiatic Petroleum Company (Egypt), Ltd., sought to build up a transportation system of utmost reliability and permanence for distributing motor fuel, Graham Brothers trucks were selected. The long life and superior ability of these trucks to meet desert conditions has been demonstrated by practical use over a period of many months.

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